



**United Way**  
Chatham-Kent

# COMMUNITY **IMPACT REPORT**

2016-2017

# Who We Are

**Vision** A strong and vibrant community free of poverty with children achieving all they can be.

**Mission** To improve lives and build community in Chatham-Kent.

**Tagline** Together, we are possibility.

**Call to Action** Give. Volunteer. Act.

## Focus Areas

### From Poverty to Possibility

- Food Security
- Housing Stability
- Employment and Financial Literacy

### Healthy People, Strong Communities

- Connection to Supports
- Neighbourhood Development and Engagement
- Community Mental Health and Wellbeing

### All That Kids Can Be

- Success in School
- Community Engagement and Leadership Development
- Emotional and Physical Wellbeing

We have often spoken of how lucky we were to be able to give back to an organization that has helped us overcome some pretty big obstacles in our own lives. If we had to sum up the 2016 campaign with one word, it would be 'gratitude' - gratitude for the countless volunteers who donated their time to serve on our campaign cabinet, ran a workplace campaign or a special event; gratitude for the courageous individuals who came forward and shared their deeply personal stories with strangers, family, friends, co-workers and neighbours to help them understand the real impact you as a donor make on the lives of the recipients of your donations; and most importantly, gratitude for everyone who chose to invest their hard-earned dollars to support the children, individuals and families who may need to access the United Way's programs and services in 2017.

We understand that **behind every life changed is someone who helps to make that happen** - and for that, we thank you!



  
Steve Pratt  
2016 Campaign Co-Chair

  
Patricia Wright  
2016 Campaign Co-Chair







(Georgia, too!)

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# Local giving. Local results.

We are proud to share with you our successes from 2016-2017! This report outlines real-time data and real change you've helped to realize in our community over the last year. Our community came together to unite people, ideas and resources to create lasting change in people's lives in the Chatham-Kent area. Thanks to the support of thousands of donors and volunteers, we were able to raise \$1,707,707 last year! This has allowed us to invest in programs and services designed to address the root causes of social issues right here in our community. In order to do the right thing for our community's future, we have to be clear on the outcomes that are important to us.

Measurement helps provide that clarity. But it is more than just data. Every individual number represents a life, and behind that life is a real story, and more often than not, a complex one. For United Way, real change is about creating lasting, measurable improvements in the social conditions, health and wellbeing of individuals, families and community. There are changes that happen over time as a result of efforts at multiple levels. With the contributions of so many - from donors to volunteers, agencies to the private sector, and labour to government - we've been able to offer help and hope to people who are most vulnerable. Together, we are making smart investments that create real change in so many lives - not just for today, but for the long-term.

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-  Helping kids be all they can be p.6
-  Moving people from poverty to possibility p.8
-  Board of Directors, Staff, Sponsored Employees, Campaign Committees, Finances p.10

# Healthy People,



"I now have a place to go with so many activities to do and friends to be with."

Exercise Program  
New Beginnings, ABI & Stroke Recovery Association

# Strong Communities

Our families and neighbourhoods are two of the most basic units of our lives. Strong communities are characterized by resilience, low incidence of violence, high economic security, connection with neighbours, and high involvement with community affairs. We are working together to ensure individuals, families, and neighbours have the resources to care for one another and solve local problems.

## Highlights of the lives you've helped to change here in Chatham-Kent

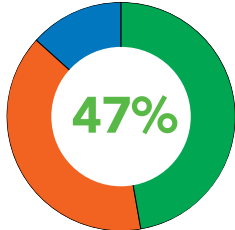
**4,775** people living with an addiction received support to help reduce harm to themselves, their families and our community as a whole.  
Harm Reduction Program - *AIDS Support Chatham-Kent*

**294** people recovering from a stroke or acquired brain injury participated in a fitness program designed to increase strength, endurance, balance, flexibility, and memory.  
Exercise Program - *New Beginnings ABI & Stroke Recovery Association*

**19** homeless women were able to find shelter and develop safety plans to move forward living in a home free of violence and abuse.  
Shelter Services Program - *Chatham-Kent Women's Centre*

**204** people with a mental health issue, addiction, or violence-related trauma received subsidized counselling services  
Counselling Services Program - *Family Service Kent*

## How We Invest Your Gift



The percentage of United Way community funding allocated to 'Healthy people, strong communities' programs and services.



**9** Agencies



**19** Programs



Counselling Services  
*Family Service Kent*



# Helping kids be



"Working on the mural improved my leadership, time management, and organizational skills that will help me in the future."

Mural Project  
Youth Engagement Partnership

# all they can be

As emerging leaders in our community, and active citizens today, children and youth need to live and grow in a supportive, inclusive, and nurturing environment. It is important that they have the resources and opportunities to grow socially and emotionally, and feel included in our community. Investing now makes lasting and positive change in the lives of children and youth.

## Highlights of the lives you've helped to change here in Chatham-Kent

**51** youth have fewer conflicts at home or in school.  
Positive Strides Program - Restorative Justice

**90%** of students assessed improved by one grade level in literacy.  
Beyond the Bell - YMCAs across Southwestern Ontario: Chatham-Kent

**150** children learned coping strategies to manage anxiety, social situations, behaviours, self-esteem and day-to-day affects of learning disabilities and Attention Deficit Hyperactivity Disorder.  
Tutoring Program - Learning Disabilities Association

**139** children and teens received support in one-on-one and group settings, who were experiencing a life-threatening illness themselves or that of a loved one, as well as other experiences of bereavement.  
Kid's Circle Program - Erie-St. Clair VON



**EMMA LANDRIAULT**  
GRADE 11 @UCC

GET INVOLVED: **CHALLENGE ACCEPTED!**

“ I VOLUNTEER BECAUSE I SEE BETTER POTENTIAL IN MY COMMUNITY, AND IF I PUT MY TIME AND EFFORT FORWARD I KNOW I CAN MAKE A DIFFERENCE, EVEN IF IT'S SMALL.”

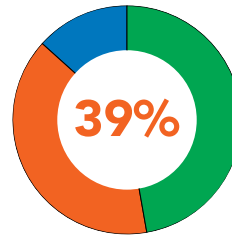
**FOLLOW @UWCKYOUTH FOR ALL DETAILS!**

**Change the world!**

Together we can make a difference. Together we can ChangeTheWorld.



## How We Invest Your Gift



The percentage of United Way community funding allocated to 'Helping kids be all they can be' programs and services.



**9** Agencies



**17** Programs



# Moving people from poverty



"The **Prosperity Roundtable** is there as an advocate for our community members struggling each day, working hard to ensure there is '**enough**' - enough food on the table, a roof overhead, and a bed underneath."



# to possibility

## Highlights of the lives you've helped to change here in Chatham-Kent

**1,000,000+** healthy meals and snacks were provided to students before and/or during the school day to ensure they were well nourished and ready to learn.

Student Nutrition Program

**3,382** individuals and families received food, winter coats, and assistance with income tax preparation and resume writing to help alleviate the effects of poverty.

Tilbury Information & H.E.L.P. Centre

**1,352** backpacks were provided, filled with grade appropriate supplies, which allowed children to actively participate, engage, and learn in the classroom.

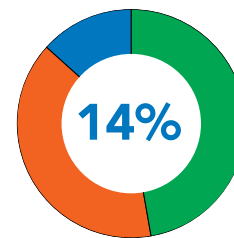
Operation BackPacks - *United Way Chatham-Kent*

**\$8,000** in bursaries for young women to continue on to post-secondary education and break the cycle of poverty in their lives.

Women's Leadership Council - *United Way Chatham-Kent*

When people face tough times, or longer-term poverty, they lack access to necessities of life such as food, shelter, clothing, employment, and education. Many of our communities' most vulnerable are families and individuals who simply can't make ends meet. United Way is working with community partners to address the roots of economic challenges, and to break the cycle of poverty for future generations, while supporting fellow community members who need help now.

## How We Invest Your Gift



The percentage of United Way community funding allocated to 'Moving people from poverty to possibility' programs and services.



**4** Agencies



**8** Programs



Operation BackPacks  
*United Way of Chatham-Kent*



Food Bank  
*Tilbury Information & H.E.L.P. Centre*



## Board of Directors

### Officers

Alison Patrick, President  
Brad Langford, Vice-President  
Tania Sharpe, Treasurer  
Karen Kirkwood-Whyte, Secretary to the Board/  
Chief Executive Officer (Ex-Officio)

### Directors

Jayson Campeau	Elizabeth Cannon
Jason Dudley	Scott Ewing
Lynn Girty	Shawna-Lee Rivard
James Lizotte	Adam Ludolph
Anita Markert	Jeff McFadden
Chris McLeod	Newt Richardson
Marlee Robinson	

## Staff

Karen Kirkwood-Whyte, Chief Executive Officer  
Tom Slager, Director, Resource Development  
Helen Heath, Director, Community Impact  
Stewart Sinclair, Director, Finance & Administration  
Brian Armitage, Director, Labour Programs and Services  
& Manager, Wallaceburg Information and H.E.L.P. Centre  
Rose-Anne Mayor, Manager, Tilbury Information & H.E.L.P. Centre  
Julia Earley, Manager, Marketing & Communications (Jan - Aug)  
Anita Markert, Manager, Marketing & Communications (Sept - Dec)  
Patricia Weiler, Manager, Volunteer and Information Services  
Terry Johnston, Campaign Associate  
Veronica Whittal, Executive Assistant / Facility Manager  
Mary Symons, Administrative Assistant  
& Co-Ordinator, Good Neighbours  
Erica Kitchen, Co-Ordinator, Youth Engagement  
Kim Broadbent, Co-Ordinator, Chatham-Kent Nonprofit Network  
Kate do Forno, Co-Ordinator, Prosperity Roundtable Chatham-Kent

## Sponsored Employees

### Union Gas Ltd.

Michelle Robbins, Campaign Associate

### Municipality of Chatham-Kent

Heather Beecroft

## Campaign Cabinet

### Campaign Co-Chairs

Steve Pratt Patricia Wright

### Cabinet Members

Kelly Bayda	Elizabeth Cannon
Amanda Clark	Gord Dewar
Ryan Griffioen	Les Herman
Aimee June	Brad Langford
Angelo Ligori	Margery Muharrem
Chris Ovecka	Shannon Prince
Dave Rikley	Don Shropshire

### Major Gifts Cabinet

Steve Baker Scott Ewing  
Wes Thompson

## Community Investment Committee

Vicky Bodnar	Ruth Dekker
Danielle Dreveny	Jaclyn Gillier
Les Herman	Aimee June
Joy Kilby	Colleen L'Abbe
Frank Niehus	Patricia Planting
April Rietdyk	Bruce Ross
Jana Smith	Brittany Zimmer
Daryl Zimmer	

## Community Impact Council

Cecily Coppola	Brad Davis
Julie Faas	Sarah Fraleigh
Nan Stuckey	Henry Taekema

Unless someone like you  
cares a whole awful lot,  
nothing is going to get better.  
It's not.  
~ The Lorax ~



# Financial Statement

For the year ended 2016 DEC 31

## Revenue

Corporate Gifts	\$ 577,249	
Employee Workplace Gifts	770,261	
Individual Gifts	201,103	
Special Event Revenue	169,812	
Other United Ways	620	\$ 1,719,045
Fees for Service and Other Income	\$ 71,803	
Grants from Government	167,962	
Interest	24,170	
Rental Income at "The 425"	44,368	
United Way Programs	11,393	<u>319,696</u>
		\$ 2,038,741

## Expenditures

Fundraising (and Administration) Costs	\$ 399,027	
Allocations to Member Agencies	681,649	
Allocations and Grants to Endowment Fund	10,350	
Community Impact Grants	0	
Designations for Non-Member Charities	126,555	
Designations for Sponsorships	10,000	\$ 1,227,581
United Way Community Impact Programs		808,150
Pledge Loss		33,413
Deficit		<u>(30,403)</u>
		\$ 2,038,741

For a complete copy of our Audited Financial Statements for the period ended 2016 DEC 31, please visit: [www.uwock.ca](http://www.uwock.ca).

## Our Commitment to You

Every year, thousands of people unite to support the community through our campaign. That's because people feel confident that their investment is making a direct and lasting impact. At United Way, we work every day to cultivate that trust. We pride ourselves on being responsible, transparent stewards of the community's resources and your generous support.

Behind every changed life is someone who made it happen.

Together, we are possibility.



# United Way Chatham-Kent



[facebook.com/UnitedWayofChathamKent](https://facebook.com/UnitedWayofChathamKent)



[twitter.com/UnitedWayCK](https://twitter.com/UnitedWayCK)



[youtube.com/user/UnitedWayChathamKent](https://youtube.com/user/UnitedWayChathamKent)



[www.uwock.ca](http://www.uwock.ca)

## CHATHAM

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Centre for Community Innovation  
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Fx 519.354.9511

## TILBURY

Tilbury Information  
& H.E.L.P. Centre  
PO Box 309  
20 Queen Street North  
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Fx 519.682.3771

## WALLACEBURG

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& H.E.L.P. Centre  
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